

FOR RELEASE

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**CONSUMER CONFIDENCE RISES IN OCTOBER, ACCORDING TO
LATEST CEA-CNET INDEXES**

Confidence in Consumer Electronics Shows Slight Decrease

Arlington, Va., October 27, 2009 – Consumer confidence in the overall economy improved, while confidence in technology and consumer electronics fell slightly in October, according to the latest figures from the Consumer Electronics Association (CEA)[®] and CNET.

The CEA-CNET Index of Consumer Expectations (ICE) climbed five points to 174.1 in October. The ICE, which measures consumer expectations about the broader economy, is up 10.4 points from this time last year, and has climbed in three of the last six months.

“Consumers were met with positive news regarding economic recovery this month,” said Anne Claudio, vice president of research at CBS Interactive. “The stock market rallied to levels not reached in years while optimism is being expressed by economic leaders that the end of the recession is near.”

The CEA-CNET Index of Consumer Technology Expectations (ICTE) declined four points this month. The ICTE, which measures expectations for buying CE and spending more on CE products and services, is up 3.1 points from this time last year.

“With the holiday shopping season right around the corner, consumers are still being cautious towards spending,” said Claudio. “Continued good news on the economy will drive spending in many categories, including technology, as consumers look to enjoy the holidays.”

The CEA-CNET Indexes are comprised of the ICE and the ICTE, both of which are updated on a monthly basis through consumer surveys. New data is released on the fourth Tuesday of each month. CEA and CNET have been tracking index data since January 2007. To find current and past indexes, charts, methodology and future release dates, log on to www.CEACNETindexes.org.

About CNET:

CNET (www.cnet.com) is where people go to discover the latest in tech and consumer electronics. Driven by a trusted voice and a passionate community, CNET creates an open environment for people to find and use the best products to fit their lifestyle. The powerful combination of CNET's award-winning news, lab-tested product reviews, safe and spyware-free downloads, and user-generated content give people information and inspiration to live and thrive in a life gone digital.

About CEA:

The Consumer Electronics Association (CEA) is the preeminent trade association promoting growth in the \$172 billion U.S. consumer electronics industry. More than 2,000 companies enjoy the benefits of CEA membership, including legislative advocacy, market research, technical training and education, industry promotion and the fostering of business and strategic relationships. CEA also sponsors and manages the International CES – Where Entertainment, Technology and Business Converge. All profits from CES are reinvested into CEA's industry services. Find CEA online at www.CE.org.

UPCOMING EVENTS

- **CES New York Press Preview featuring CES Unveiled @ NY**
November 10, 2009, New York, NY
- **Future of Television East**
November 18-19, 2009, New York, NY
- **2010 International CES**
January 7-10, 2010, Las Vegas, NV
- **Greener Gadgets**
February 25, 2010, New York, NY